

INTERNATIONAL BUSINESS

FIELD OVERVIEW

The BBA with a concentration in international business provides undergraduates with the analytical tools and conceptual framework needed to understand the international financial, political, and economic environment, how that environment influences a firm's strategy and performance, how culture plays a role in guiding a firm's strategic activities, and how a firm can leverage home and host country resources to overcome challenges inherent in managing a multinational enterprise. The academic program allows students to understand international business from three interrelated perspectives: international economics and finance, international marketing, and international corporate strategy.

CAREER CHOICES IN INTERNATIONAL BUSINESS

This field provides the basic academic foundations for entry-level positions in international business, particularly in multinational corporations, international banks, and governmental agencies. Such organizations include the Export-Import Bank, Overseas Private Investment Corporation, and the Departments of Commerce, State, Treasury in addition to international institutions such as the World Bank and the International Finance Corporation.

PROGRAM OF STUDY

All students are expected to complete a range of prerequisite classes that have a direct impact on later studies in international business. During their first year, students take Microeconomics (ECON 11), and Macroeconomics (ECON 12), which provide students with basic economics skills and an understanding of principles that are critical to later coursework. These economics courses also prepare students for International Financial Environment (BADM 145), which is a prerequisite to all IBUS courses. During their junior year, students take courses in Basic Marketing Management (BADM 110), Financial Management and Markets (BADM 115), and Statistics (STAT 112 or 118). These courses provide students with the basic knowledge and skills necessary to succeed in upper-level international business courses. Students whose native language is English should seriously consider coursework in a modern foreign language to fulfill their Field-Related Elective requirement, and other students may wish to do so as well. The Field-Related Elective is an upper-level course related to international business but outside of the international business department; Level III and above in any language will fulfill this requirement.

All international business students are required to complete Introduction to International Business (IBUS 160), which provides an overview of the basic topics studied in international business. Students may then choose any three courses in the international business department to complete their field of concentration. Students interested in gaining a broad knowledge of international business may choose courses across the various topical fields. Students interested in a deeper knowledge of a single topic may choose to take most of their coursework in either international finance or international marketing and strategy. *The George Washington University Bulletin* contains course descriptions.

INTERNATIONAL BUSINESS

Course	Course Title	Prerequisites
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Core BADM 145*	International Financial Environment	ECON 11 & 12
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Analytical Tools Elective (Choose One) STAT 112 STAT 118	Business and Economic Statistics II Regression Analysis	STAT 51/53 STAT 51/53
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Field Tools Elective (Choose One) Unrestricted/Student Option	See other Fields for appropriate options.	SEE BULLETIN
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Field Courses (Choose Four) IBUS 160* IBUS 164 IBUS 166 IBUS 168 IBUS 171 IBUS 173 IBUS 175 IBUS 190	Introduction to International Business Managing the Multinational Enterprise International Marketing Management Foreign Market Analysis International Business Finance International Banking International Monetary and Financial Issues Special IBUS Topics	ECON 11, 12 & BADM 145** BADM 160 BADM 110 & BADM 145 IBUS 160 & 166 BADM 115 & BADM 145 IBUS 171 IBUS 171 VARIED
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**May be taken concurrently during first seven week session.

Field-Related Elective (Choose One)
The Field-Related Elective must be an upper-level course from any department with the exception of the following departments: **ARTH, AH, FA, EMED, EFL, EXSA, EXSC, MUS, or TRDA.**

Some suggested courses to fulfill this requirement are the following:		
FOREIGN LANGUAGE	Level III and higher can be used	VARIED
ECON 169	Introduction to the Economy of China	ECON 11 & 12
ECON 181	International Trade Theory and Policy	ECON 11 & 12
ECON 182	International Macroeconomic Theory & Policy	ECON 11 & 12
ECON 185	Economic History & Problems of Latin Amer.	ECON 11 & 12
GEOG 120	World Regions: Problems and Prospects	NO PREREQUISITES
GEOG 145	Cultural Geography	GEOG 1
GEOG 146	Political Geography	NO PREREQUISITES
GEOG 154	Geography of the Middle East & North Africa	GEOG 1/2
PSYC 125	Cross-Cultural Psychology	PSYC 1, PSYC 12/13
PSC 130	Comparative Politics: Western Europe	PSC 1
PSC 142	International Organizations	PSC 3
SOC 168	Economic Sociology	SOC 1

*REQUIRED

INTERNATIONAL BUSINESS FIELD COURSE SEQUENCE

